Elko Convention & Visitors Authority
700 Moren Way, Elko, NV 89801
Phone: 775.738.4091
www.ExploreElko.com

PUBLIC MEETING NOTICE

The ElkoCVA, Marketing/Lodging Committee, will meet on Thursday, November 12, 2026, in the Conference Center, Lamoille Rooms 2-4 at 724 Moren Way, Elko, NV 89801 at 8:30 am Pacific Time Zone.

The public can listen to and participate in the meeting on a computer, tablet, or smartphone by logging on to **https://zoom.us/join** or calling **+1(669) 900-9128** and utilizing the **Meeting ID: 985 1254 2440** and **Password: 563996** on November 12, 2026, at 8:30 am.

Attached with this Notice is the Agenda for said meeting of the Committee. This Notice is posted pursuant to NRS 241 as amended by the 2021 Legislature and is to be posted at the following locations no later than three full working days before the meeting:

ELKO CITY HALL
ELKO CONVENTION AND VISITORS AUTHORITY
ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:
www.ExploreElko.com

REQUEST FOR AGENDA INFORMATION

The Public may contact Michelle Cromwell, Marketing & Advertising Manager at (775) 738-4091, or email at michelle@elkocva.com to request supporting material for the meeting described herein. The agenda and supporting material are available on the ElkoCVA website at www.ExploreElko.com.

NOTICE TO PERSONS WITH DISABILITIES

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the ElkoCVA, Executive Director's Office, 700 Moren Way, Elko, Nevada, 89801, or by calling (775) 738-4091.

Annette Kerr
Executive Director-ElkoCVA

Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
Conference, Lamoille Room 2-4
724 Moren Way, Elko, NV 89801
THURSDAY, NOVEMBER 12, 2026 8:30AM P.S.T

AGENDA

NOTICE: In accordance with NRS 241, the Chair may: 1) Change the order of the agenda, 2) Combine two or more agenda items for consideration, 3) Remove an item from the agenda or delay discussion relating to an item on the agenda at any time, 4) If the agenda is not completed, recess the meeting, and continue on another specified date and time. The public can comment on any agenda item by being acknowledged by the Chair while the Committee considers that agenda item.

JOIN OUR ZOOM MEETING

Link In: https://zoom.us/j/98512542440?pwd=VYM0dGqW9BAOYsyYatHFkR5w2K6DUq.1
Meeting ID: 985 1254 2440
Passcode: 563996

Dial In: +1 669 900 9128
Meeting ID: 985 1254 2440
Password: 563996

This Agenda, for this meeting of the ElkoCVA, has been properly posted for this date and time in accordance with NRS 241 requirements.

A. CALL TO ORDER

B. ROLL CALL

C. PLEDGE OF ALLEGIANCE

D. COMMENTS BY THE GENERAL PUBLIC

Pursuant to NRS 241, this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

NON-ACTION ITEM

E. APPROVAL OF MINUTES

E.1 Approval of the August 12, 2026, Marketing/Lodging Committee Minutes.

FOR POSSIBLE ACTION

F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS

Notice of Funding Opportunity (NOFO) for the 2027 Events. This is the first of the two (2) cycles of funding for FY 2026/2027. Each applicant will go before the Marketing/Lodging Committee to present their requests. The Marketing/Lodging Committee will then rank each application and make recommendations to the ElkoCVA Board of Governors.

F.1 ORDER OF PRESENTATIONS

A. Review, discussion and possible recommendation to the ElkoCVA Board of Governors to award funds up to $10,000 from the ECVA Marketing Funds to the Silver State Stampede Association for the 2027 Silver State Stampede.

FOR POSSIBLE ACTION

B. Review, discussion and possible recommendation to the ElkoCVA Board of Governors to award funds up to $5,000 from the ElkoCVA Marketing Funds to the to the Elko Archery Club for the Indoor Safari v. 2.0.

FOR POSSIBLE ACTION

C. Review, discussion and possible recommendation to the ElkoCVA Board of Governors to award funds up to $5,000 from the ElkoCVA Marketing Funds to the Elko Archery Club Club for the Bowhunter Classic.

FOR POSSIBLE ACTION

D. Review, discussion and possible recommendation to the ElkoCVA Board of Governors to award funds up to $2,500 from the ElkoCVA Marketing Funds to the Jake Eary Memorial Rodeo for the 2027 Jake Eary Memorial Rodeo.

FOR POSSIBLE ACTION

E. Review, discussion and possible recommendation to the ElkoCVA Board of Governors to award funds up to $1,000 from the ElkoCVA Marketing Funds to the Ruby Mountain Jr. Rodeo for the 2027 Ruby Mountain Rodeo Series.

FOR POSSIBLE ACTION

F. Review, discussion and possible recommendation to the ElkoCVA Board of Governors to award funds up to $4,900 from the ElkoCVA Marketing Funds to Summit Raceway for the 2027 ECAR races.

FOR POSSIBLE ACTION

H. REPORTS

Grant recipients, awarded marketing grants for event; are to report back to the Marketing Committee and the ElkoCVA Board of Governors.

NON-ACTION ITEM

I. COMMENTS BY THE ElkoCVA MARKETING/LODGING COMMITTEE

This time is devoted to comments by the ElkoCVA Marketing/Lodging Committee, regarding impacts to their respect stakeholder areas as a result of the latest events.
No action may be taken upon a matter raised under this item of the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

NON-ACTION ITEM

J. STAFF COMMENTS

This time is devoted to comments by the ElkoCVA Staff. No action may be taken upon a matter raised under this item of the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

NON-ACTION ITEM

K. COMMENTS BY THE GENERAL PUBLIC

Pursuant to NRS 241, this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

NON-ACTION ITEM

L. MEETING SCHEDULE

The next Marketing/Lodging Committee meeting is scheduled for Wednesday, February 10, 2027 at 8:30am.

FOR POSSIBLE ACTION

M. ADJOURMENT **FOR POSSIBLE ACTION**

ELKO CONVENTION AND VISITORS AUTHORITY IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER.

Mission

The ElkoCVA is a public asset and destination marketing organization, providing first-class facilities, marketing our communities and the region, and supporiting various activities, events and attracting conferences and conventions that improve our community's overall quality of life and contributes to broader economic development and vitality efforts.

Vision

We are committed to the continued modernization of competitive facilities, the positive marketing of our communities and region, and the hosting of activities and events that serve the current and future needs of the community.

The ElkoCVA is dedicated to a high quality of life which includes building a positive community identity, increasing overall tourism and visitation, creating quality future employment opportunities, wealth creation and economic vitality, and future value for everyone that we serve.